
Know Flu...



2014 “Know Flu” Toolkit for Adults 65+

Developed by The Healthy Orange Florida Collaboration

Know Flu...



“Know Flu” Toolkit Contents

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Thank you for visiting The Healthy Orange Florida Collaboration “Know Flu” Toolkit

Influenza (flu) is a respiratory disease that can be very serious, even for healthy people. **The best way to avoid spreading the flu is vaccination.** While the Centers for Disease Control and Prevention recommend that everyone over the age of 6 months get a flu shot every year, it’s especially important for adults 65 years and older to be vaccinated against flu and pneumonia. Pertussis (better known as whooping cough) and shingle vaccinations are also recommended.

With flu cases already being reported, we are predicting an active flu season in Central Florida this year, and we want everyone to be protected. Therefore, The Healthy Orange Florida Collaboration, a community public health planning group comprised of local health partners including the health department, hospitals, behavioral health providers, local government, and non-profit groups, has launched the 2014 “Know Flu” campaign to promote flu vaccine to adults 65 and older. Because the immune system weakens with age, older adults are particularly susceptible to flu. The flu can become even further complicated by pneumonia, an infection that can be deadly to adults with a weakened immune system.

New This Year – The “Know Flu” toolkit includes a sample press release that your organization can use. Or, simply insert the information it into your organization’s newsletter. The Healthy Orange Florida Collaboration developed the “Know Flu” toolkit to provide you with information needed to educate yourself and older adults about the flu and the importance of getting a flu shot.

Remember, the best protection against the flu is vaccination. Encourage older adults to be vaccinated this season to protect themselves and the ones they love.

For more information about the toolkit contact Ericka.Burroughs-Girardi@FLhealth.gov or (407) 858-1400 x 1217.

Sincerely,

The Healthy Orange Florida Collaboration

Sample Press Release

FOR IMMEDIATE RELEASE

Contact: [Name]

[Date]

[Telephone Number]

FIGHT THE FLU: GET YOUR FLU SHOT TODAY

[City] –[Your Organization], the Healthy Orange Florida Collaboration, and the Florida Department of Health in Orange County are urging everyone to get a seasonal flu shot today. Flu cases have started to increase in Central Florida, which is typical this time of year, and the flu vaccine can prevent the illness.

“Flu shots are important, and they can reduce absences at work, school, and social events; reduce healthcare costs; and most importantly, save lives”, said Lesli Ahonkhai, Assistant Director of the Department of Health in Orange County.

The Centers for Disease Control and Prevention (CDC) recommend flu vaccine for all people 6 months of age and older. A flu shot is especially important for people at higher risk of developing serious flu-related complications and their close contacts. Because influenza viruses change every year, getting an annual flu shot is very important. This year the Florida Department of Health is urging everyone to get their vaccine before Halloween.

Each year scientists try to match the viruses in the vaccine to those most likely to cause the flu that particular year. This year’s vaccine once again provides protection against the H1N1 (pandemic) influenza and up to three other flu virus strains.

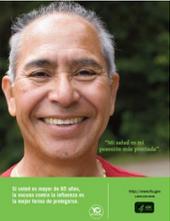
While most people who get influenza will recover in a few days to less than 2 weeks, some people will develop complications (such as pneumonia) as a result of the flu, which can be fatal. People 65 years of age and older and those with certain other medical conditions are also at higher risk for severe illness caused by pneumococcal disease. According to the CDC, nearly one million adults aged 65 years and older become ill due to pneumonia each year and roughly one-third will be hospitalized. The risk of pneumococcal infections and complications can be reduced or eliminated with the pneumococcal vaccine.

Go to www.orchd.com and click on the “Know Flu” tab for more information.

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The Healthy Orange Florida Collaboration “Know Flu” Printable Information and Promotional Materials for Adults 65 +

			
<p>Seasonal Flu Guidebook 4 pages</p>	<p>Pictogram in Spanish 6 pages</p>	<p>Caregiver's Guide 24 pages</p>	<p>Poster 9.08 x 11.58</p>

			
<p>Flyer 11 x 8.5</p>	<p>Flyer 8.5 x 11</p>	<p>Flyer 8.5 x 11</p>	<p>Flyer 8.5 x 11</p>

		
<p>Flyer 11 x 8.5</p>	<p>Poster 24 x 18</p>	<p>Poster 8.5 x 11</p>



Links to Printable Information and Promotional Materials for Adults 65 +

Community and Faith-Based Organizations Guide (4 pages)

[“Seasonal Influenza \(flu\): A Guide for Community & Faith-Based Organizations & Leaders”](#)

[Influenza \(Gripe\): La Influenza y Usted](#) (8.5 x 11 pictogram in Spanish)

(Influenza (Flu): The Flu and You)

Caregivers Guide

[“The Flu: Caring for Someone with the Flu at Home”](#) (24 pages)

Adults 65 + Promotional Flyers

[“Shots Aren't Just for Kids.”](#) (9.08 x 11.58)

[“By Protecting Myself, I Am Protecting Her.”](#) (11 x 8.5)

[“My Health is My Biggest Asset”](#) (8.5 x 11)

[“Mi Salud es Mi Posesión Más Preciada”](#) (8.5 x 11)

(My Health is My Biggest Asset)

[“Yo Me Vacuno: Protejo a Mis Abuelitos”](#) (8.5 x 11)

(I Get Vaccinated: To Protect My Grandparents)

High Risk Populations Flyer

[“Are You at Risk for Serious Complications from the Flu?”](#) (11 x 8.5)

Healthcare Workers Poster

[“I Won’t Spread Flu to My Patients or My Family”](#) (24 x 18)

[“Yo Me Vacuno: Protejo a Mis Pacientes”](#) (8.5 x 11)

(I Get Vaccinated: To Protect My Patients)

Additional Resources

For more information about the flu and the vaccine, visit the CDC’s Seasonal Flu website: [Seasonal Flu Basics](#)

You can also visit these websites:

[Flu.Gov](#)

[PDI \(Protect,! Don’t Infect!\)](#)

[American Lung Association](#)

[National Council on Aging Flu + You](#)

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The Healthy Orange Florida Collaboration “Know Flu” Flu and Pneumonia Vaccine Locator Handout*

CentraCare

www.centracare.cc

407-200-CARE (2273)

C & C Community Pharmacy

candcpharmacyrx.com

407-295-6201

CVS

www.cvs.com

800-SHOP-CVS

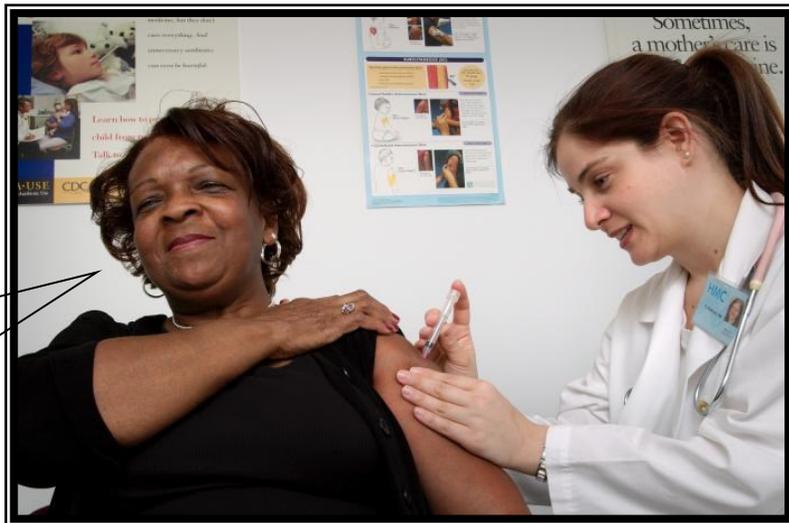
(800-746-7287)

Kmart

www.kmart.com

800-349-0764

*I Know Flu! That
is why I got my
flu shot today!*



Publix

www.publix.com

800-242-1227

Walgreens

www.walgreens.com

800-WALGREENS

(800-925-4733)

Walmart- Summit Health, Inc.

www.walmart.com

248-799-8303

Winn Dixie (Flu only)

www.winndixie.com

866-WINN-DIXIE

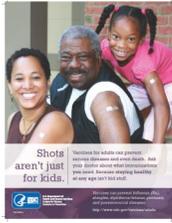
(866-946-6349)

*Costs and accepted insurance plans vary.

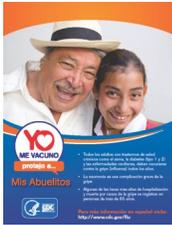
The Healthy Orange Florida Collaboration 2014 "Know Flu" Campaign Tracking Form

Please help us track how many materials you distributed or posted for this campaign. Below, indicate how many of each item you distributed. **Fax this form and be entered into a drawing for a prize.** Thank you for participating in the "Know Flu" Campaign!

FAX TO 407-858-5532

			
Number distributed	Number distributed	Number distributed	Number distributed

			
Number distributed	Number distributed	Number distributed	Number distributed

		
Number distributed	Number distributed	Number distributed

Note: You are not required to post or distribute every item to be eligible.

Thank You!

Organization Name _____

Contact Person _____

Telephone Number _____